

Twice-a-Month

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

July  
15th



*In this Issue:*

W. A. Irwin  
Mary Shannon  
Cosmo Hamilton  
Charles G. D. Roberts  
Norman Reilly Raine

10¢



## This meets that CRAVING you feel for "a CHANGE at BREAKFAST"

A natural craving, say dieticians, that must be met; the result of monotony in diet.  
You meet it now with food that's "good" for you and wonderfully delicious, too

BREAKFAST, according to the leading dietary thought of today, is a meal that must not be neglected. Yet, as everyone knows, it is the most difficult meal of the day to properly enjoy the experience. Many people are the same thing day after day at breakfast. The appetite, refusing to be satisfied through lack of variety, rebels. And because of this, what you just prepared for breakfast is often left uneaten.

That your craving for it "change" may be somewhat better satisfied by Quaker Puffed Wheat, because of its deliciousness, its softness, its more easily digested and assimilated.

That is why, eating in the breakfast room or in the family room, you—both for your appetite's sake and for the health's sake.



### Foods that supply it

Instead of leaving this appetite they meet it. Instead of eating in food that is "good" for you, they come with the satisfaction of confidence, and thus change the appetite into something extremely good food.

They want like natural goodness. They want like no other food. Quaker Puffed Wheat is the answer to this.

Each grain is steam-puffed to softness in a special way that gives it a soft, fluffy, creamy texture. Every last bit, too, is broken in the process and digestion takes little time.

### Each is full of goodness

Quaker Puffed Wheat is whole wheat, steam-puffed to softness. Almost 100% whole, because it is made from the whole grain; it is deliciously soft and creamy in the breakfast dish.

Quaker Puffed Rice is selected rice, steam-puffed like the wheat. It is soft and creamy in the breakfast dish. It is soft and creamy in the breakfast dish.

Serve with milk or cream or half and half. Try with fruit and cereal bars. Use as a base for soups and casseroles. Use as a light breakfast snack, or as a hotbed snack.



THE QUAKER OATS COMPANY








## Automobiles have improved but— what about gasoline?



IT'S a far cry from the horseless buggy of yesterday to the automobile of to-day. But the few cars and the latest cars are alike in one fundamental respect: both depend on gasoline for fuel.

Gasoline is not a perfect fuel. It has always had one inherent fault: It explodes too quickly ("knocks") as compression and temperature increase.

Carbon increases both temperature and compression beyond the point at which the present day automobile is designed to operate efficiently on regular gasoline. And the full efficiency of the modern motor car and its continued development have been

dependent upon the discovery of a "knockless" fuel.

After eight years of experiment, General Motors Research Laboratories developed Ethyl brand of anti-knock compound, a chemical ingredient which leading oil companies are mixing with their regular gasoline to form Ethyl Gasoline.

Ethyl Gasoline is the efficient fuel for automobiles of to-day and to-morrow. This super-gasoline will give your engine a performance such as you have never known. It is available throughout the United States and Canada and is sold at pumps which display the "Ethyl" trademark. Try it.

ETHYL GASOLINE CORPORATION, 35 Broadway, New York.

# ETHYL GASOLINE










The text on the back, enclosed in a black 'quadrant' shape, is the frequently known Folio 10v of the *Don Quixote* from 1550.

WITH all their debts and all their sorrows, the Fathers of Confederation cannot have even imagined, sixty years ago, the world's reliance that their new-made country was destined to meet in the twentieth century. Their chief concern was to keep the Five joined together, to preserve their integrity, to hold them, with trunks of need and coats of underclothing, into a united nation.

The Canadian Pacific, at first a means of keeping the Continent, has opened the world and opened for Canada!

In every part, a comfortable city of the world are to be found. Canada's Parliament is only a few minutes' drive from the heart of the city.

The regular meetings of the clubs are supplemented by those of cruising vessels carrying passengers on pleasure or education tours, and being the House Flag is more important than ever.

This will influence the trade of Canada: great exports, most notably from 500,000 workers (immigrants), large volume of supplies, mostly of Canadian origin. But more important was that this is the world market, that it opens to the Canadian people, 34 million, that it allows Canada to expand its horizons.

What's the Canadian flag? (yes, photograph Canada, but even better, visit Canada's flag website).

JULY 14, 1917

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MACLEAN'S

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Editor: H. HAYES MOORE  
Assistant Editor: W. A. BENT

## Industry Tames a Torrent

The Indian called the Saguenay the River of Death. Today, it is the River of Life for the sprouting cities of a new North in the making.

By HARVEY B. CAMPBELL

**T**HE *Asylum* will fix Ragsdale, the River of Death. The *Asylum*, like any good medical institution of the word, will do no harm as to why the subject called it that. Finally the blackboard writers of the lower diagram, illuminated by good skills and building with narrow feet like from great heights, must not forget to be in the presence of the subject. More probably, it was their similarity with the ending, which was the *Asylum* that made them. The river with its water to a point.

is deep up to half, and arranging raft ribs as in the picture—just like in dock there and abroad. Small and big fish trade right within further up, as far as the mouth of the bayou. And the steady river water of coast between the Alabama and Lake St. John, are—

used to be... one long expanse of fresh water which would have been able to

The highway takes the car to Lake St. John. Lake St. John has a hundred and twenty miles to the north of the city of Quebec. One never enters a suburban area, the houses are, though it occasionally passes all the structures usually associated with such modern institutions. Possibly there is no other place in Canada where two men could live so isolated, and they do it.



Clearly speaking, there are no adults in Little St. John. In Point Charcoal, and in Little Decharge, big game has died. With the advent of these flying beasts, game was a far from this led to form an avenue for the capture of the Little Charcoal—which



In the Lake 34, Jyoti district, 32 places are in Canada, while road 12 is the largest in the world. *Shree*: Part of the well-known Chitrakoota Caves in the Jyoti district where the Aluminous Company of Canada gives a display 700,000 kilograms of electrical energy. The dam and power house at Chitrakoota, India, are the largest in the world.





































# Do a "Good Turn" Today

## You Will Be Well Paid

THE unparalleled success of *MacLean's Magazine* as evidenced by its truly remarkable growth in paid circulation was only made possible by the quality of its contents and the whole-hearted appreciation that quality by hundreds and thousands of its readers.

*MacLean's* subscribers are not readers-to-day and memories-to-morrow. A great proportion of our friends have been interested followers of the growth of Canada's National Magazine for many years.

We feel sure that our justifiable pride in our accomplishments under tremendous handicaps of disaster, opposition from powerful foreign interests, and other factors, is shared by our subscribers. It must be a source of gratification also to every Canadian citizen who takes a pride in seeing something well done in "His own, his native land." But—

### MacLean's "You-Can-Profit" Coupon

THE MACLEAN PUBLISHING CO., LTD.  
113 University Ave., Toronto

I desire to take advantage of your special subscription extension offer and forward you my \$2 for each year subscription; my name to be included 6 months for each yearly subscription.

1 New Subscriber \_\_\_\_\_

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1 New Subscriber \_\_\_\_\_

Address \_\_\_\_\_

City or Town \_\_\_\_\_ Prov \_\_\_\_\_

My Name \_\_\_\_\_

My Address \_\_\_\_\_

City or Town \_\_\_\_\_ Prov \_\_\_\_\_

Average Net Paid  
CIRCULATION  
of MacLean's Magazine

1924	79,193
1925	80,681
1926	95,619
Year Ended July 15, 1927	119,000

## There is More to be Done

We want *MacLean's Magazine* to be in every Canadian home, (therefore) for good those young people who will be our leaders to-morrow, following those who are leaders of the affairs of their country; and maintaining all.

## YOU CAN PROFIT

By introducing *MacLEAN'S MAGAZINE* into the homes of your friends where it is now only an occasional visitor.

You have many friends who should be receiving the *Magazine* regularly—but who have been "careless" of subscribing, for one reason or another.

Interest these friends in a subscription—secure it—send the order to us, and in return we will extend your own expiry date six months for each yearly subscription you place on our mailing list.

— \$2. Value for \$2 —  
You are required for 6 months to work & your subscription for one year is included.  
TOTAL VALUE \_\_\_\_\_  
Send \$2.00 and Save \$2.00 on your own Subscrip-  
tion.

This coupon will multiply monthly in the number of the *Magazine* you send to Real Time News Office, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

Use This Coupon  
Help Your National Magazine Grow!

Continued from page 1  
and the chief change was an act of February 14.

**Transmuting the Wilderness**  
THE result of all that I have related is now the question of what nature has (usually) called "the Kingdom of the Sky." The latter Dr. John MacLean has written about in his book, "The Kingdom of the Sky." This book, in my opinion, is one of the best ever written on the subject of the sky and the earth. It is a book that every one who is interested in the sky should read.

Dr. John MacLean is a professor at the University of Toronto. He is also a member of the Royal Society of Canada. He has written many books on the subject of the sky and the earth. His book, "The Kingdom of the Sky," is one of the best ever written on the subject of the sky and the earth. It is a book that every one who is interested in the sky should read.

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joined them to understand the MacLean project. They said that the MacLean project was a very good one and that they would like to see it through.

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in the present is needed. That is the only way to build.

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**St. Andrew's College**  
HOME PLAN SCHOOL FOR BOYS  
St. Andrew's College is a large, multi-story brick building with many windows. It is located in St. Andrew, Ontario, and is a home plan school for boys. The school is known for its excellent academic and athletic programs.

**ALMA COLLEGE**  
ST. CATHARINE, ONT.  
ALMA COLLEGE is a large, multi-story brick building with many windows. It is located in St. Catharine, Ontario, and is a home plan school for boys. The school is known for its excellent academic and athletic programs.

# "Billie" Gibb Again Breaks Record

IN THE last issue we reported how Mr. Wainwright's previous week had sold 500,000 copies of his latest single, "Billie". Now Gibb has broken his own record with his latest single, "Billie". Gibb's new record has sold 500,000 copies in just one week. Gibb's new record has sold 500,000 copies in just one week. Gibb's new record has sold 500,000 copies in just one week.



**It's Easy Enough to Try!**  
No special tools—no special required. As a result, you can try it for yourself. No special tools—no special required. As a result, you can try it for yourself.

I want to start in a little while but I want to see what you are doing. I want to see what you are doing. I want to see what you are doing. I want to see what you are doing. I want to see what you are doing.

**Where Do We Eat?**  
GENUINE THERMOS MOTOR OUTFIT  
A Special Feature  
Thermos Motor Outfit is a portable, self-contained unit that can be used for cooking, heating, and boiling. It is perfect for outdoor use and is easy to use.

The problem for the publisher of our article and editor is how to avoid the usual negative reaction to the article. The problem for the publisher of our article and editor is how to avoid the usual negative reaction to the article.

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New on the Seams



# Vive le Sport!

Says Mayfair for August

Are they changing the guest at Bockingham Palace?  
(Barrow, barrow, barrow, barrow)  
Or making the jumps or taking the air?  
Or out on the links—or anywhere?  
Never mind, we're sure to be there.

Says Mayfair

Is it rowing or sailing or going to court,  
Or garden parties or things of that sort?  
Then it's part of life and its part of sport.

Says Mayfair

And what did they say and what did they wear?  
Did it suit the hour, did it have the flare?  
Sure to have if they read with care.

Says Mayfair

**Thermos Motor Outfit**  
A Special Feature  
Thermos Motor Outfit is a portable, self-contained unit that can be used for cooking, heating, and boiling. It is perfect for outdoor use and is easy to use.

**Royal Victoria College**  
NORTH YORK, ONT.  
The Royal Victoria College is a large, multi-story brick building with many windows. It is located in North York, Ontario, and is a home plan school for boys. The school is known for its excellent academic and athletic programs.

**ONTARIO LADIES' COLLEGE**  
Burlington, Ontario  
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Q: I brought some out of such a...  
A: I brought some out of such a...  
Q: I brought some out of such a...  
A: I brought some out of such a...

There is nothing to be gained by...  
There is nothing to be gained by...  
There is nothing to be gained by...  
There is nothing to be gained by...

And what did they say and what did they wear?  
Did it suit the hour, did it have the flare?  
Sure to have if they read with care.

**Advertisement for a product or service.**  
This is a small advertisement located at the bottom right of the page. It contains text about a product or service, but the details are difficult to read.









# A New lower-priced FRIGIDAIRE

PRODUCT OF GENERAL MOTORS



## New Features, New Conveniences, New Economies

HERE is a new Frigidaire—a complete cabinet model—at a new low price.

It is a full-quality Frigidaire in every respect—offering typical General Motors value in price, convenience, dependability.

It incorporates many new features of design and construction which present new conveniences to its users. Read the features exclusive to this new model in the panel to the right. Study them carefully. Realize just what they mean in convenience and economy.

This new model Frigidaire is equipped with the Frigidaire direct-cooling unit which maintains a constant, low temperature in the food compartment at all times. Its current consumption is slight. The handsome metal cabinet is heavily insulated against heat at all points. The outside finish is Duco and the lining is finished in white enamel.

See this new Frigidaire, the wide range of other models for household and commercial uses at once. Learn how easily this may be purchased on the General Motors Deferred Payment Plan. Enjoy Frigidaire's convenience and economies now.

Frigidaire Corporation, Toronto  
Branches: Hamilton, London, Montreal, Winnipeg

### Exclusive Features:

- 1 Can be converted to any electric outlet and readily moved about without turning off the current.
- 2 Less than five feet high, yet has practically five cubic feet of food storage space.
- 3 Features five pounds of ice cabin between doors.
- 4 Six door-cranked rollers in spring-suspended, rubberized cover, silent operation.

Small Cash Payment  
Puts Frigidaire in  
Your Home—Balance  
in Easy Payments.



## Summer Salad Suggestions

Salads satisfy the hot-weather craving for refreshing food, attractively served

By MARGARET E. READ

SUMMER has its ideal time, for then, if you are happy, you are busy and are doing things and enjoying them. And that is what is so attractive about summer, not only in itself, but in the things it brings to us. It is the time when we are most likely to be happy and to enjoy life. It is the time when we are most likely to be busy and to do things. It is the time when we are most likely to be healthy and to enjoy life.

Salads satisfy the hot-weather craving for refreshing food, attractively served. They are also a good way to get your vitamins. They are also a good way to get your iron. They are also a good way to get your calcium. They are also a good way to get your potassium. They are also a good way to get your magnesium. They are also a good way to get your zinc. They are also a good way to get your copper. They are also a good way to get your selenium. They are also a good way to get your chromium. They are also a good way to get your manganese. They are also a good way to get your cobalt. They are also a good way to get your nickel. They are also a good way to get your silver. They are also a good way to get your gold.



Refreshed salad in a dressing container ready with crisp white dress and fresh herbs. An appetizer is suggested by suggestion in new recipe during.













## More Your HAPPINESS

That priceless possession—an easy mind—is the immediate reward of insuring the happiness of your dependents against the day when you can no longer help them with your living presence.



**Great-West Life**

## Thornton— Success or Failure?

Mr. Herry Thornton made good as one of our National Railways? The question is frankly approached in a series of articles now running in The Financial Post. The difficulties Mr. Herry faced, the methods he has used and the results he has obtained are clearly set forth. Generally speaking, the conclusion reached is that Thornton is making good—but read the articles for yourself! Use the coupon to get The Post for a year. It will pay far more in the long run to you with your investments and preventing loss.

To: Financial Post, 540 Dominion Ave., Toronto, 2  
I enclose The Post for a year. But please send me all the other papers in the series on the Canadian National.

and left. The well-considered opinion of a lawyer or others well versed in financial affairs, will create an added safeguard, and cancel the investment, saved.

After years in a series of unprofitable investments, about 1930, and he died with a lot of money in his pocket—(The Editor)

## Insurance Queries

**Question:**—I am 40 years of age, married, three children, and have a family of four. I have about \$10,000 in insurance money paid up and about \$200,000 in bonds and stocks. I am considering making a payment of \$10,000 in a policy, to insure my family in the event of my death. I am considering making a payment of \$10,000 in a policy, to insure my family in the event of my death. I am considering making a payment of \$10,000 in a policy, to insure my family in the event of my death.

**Answer:**—Your problem is common to all. It is worth some attention as it is a common one. It is the fact that you have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death.

The fact is that you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death. It is a common problem and it is worth some attention as it is a common one. It is the fact that you have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death.

It is a common problem and it is worth some attention as it is a common one. It is the fact that you have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death. It is a common problem and it is worth some attention as it is a common one.

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and have that as a safety investment. The principle of insurance of such a kind is to have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death. It is a common problem and it is worth some attention as it is a common one.

## Financial Queries

**Question:**—I have \$10,000 in a policy, to insure my family in the event of my death. It is a common problem and it is worth some attention as it is a common one. It is the fact that you have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death.

**Answer:**—You do not have to make a payment of \$10,000 in a policy, to insure my family in the event of my death. It is a common problem and it is worth some attention as it is a common one. It is the fact that you have a family of four and you are considering making a payment of \$10,000 in a policy, to insure my family in the event of my death.

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## Maybe Adam Laughed at These



**Special on Insurance:**—What is a family? The question is asked in a series of articles now running in The Financial Post. The difficulties Mr. Herry faced, the methods he has used and the results he has obtained are clearly set forth.

**Mr. Herry Thornton:**—What is a family? The question is asked in a series of articles now running in The Financial Post. The difficulties Mr. Herry faced, the methods he has used and the results he has obtained are clearly set forth.

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# Keep FILM Off Your Teeth

—The Supreme Dental Urge of Today in  
Combating Tooth and Gum Troubles, and  
in Correcting Dull, "Off-Color" Teeth

*Thus the price of teeth like pearls, is  
regular film removal in this way*

**Send Coupon for 10-Day Tube Free**



*Modern dentists regard this  
toothpaste as of great importance*

Modern dental science has made important  
advancements. Findings that mean  
much in dental prophylaxis.

## WHAT FILM IS— ITS EFFECT ON TEETH AND GUMS

For years dental science sought ways to  
remove film. Clear teeth and healthy gums  
come only when film is constantly com-  
bated—removed every day from the teeth.

Film was found to cling to teeth; to  
get into crevices and stay; to hold in con-  
tact with teeth food substances which fer-  
mented and fostered the acids of decay.  
Film was found to be the basis of tartar.  
Formed by the millions breed in it. And  
this tartar, are the chief cause of  
gum disease and most gum disorders.

There was a universal call for an effec-  
tive method using methad. Ordinary brushing  
was found ineffective. Now two  
important advancements have been found, approved

by high dental authority and embodied in a  
tooth paste called Pepsodent.

## CURDLES AND REMOVES FILM— FIRMS THE GUMS

Pepsodent acts first to curdle the film. Then  
removes it in gentle safety to enamel.

At the same time, it acts to firm the gums—  
Pepsodent provides, for this purpose, the most  
recent dental findings in gum protection sci-  
ence knows today. Pepsodent also multiplies  
the alkalinity of the saliva. And thus aids in  
neutralizing mouth acids as they form.

It multiplies the starch digestant of the saliva.

Thus combats starch deposits which might  
otherwise ferment and form acids.

No other method known to present-day sci-  
ence embodies protective agents like those con-  
tained in Pepsodent.

## PLEASE ACCEPT PEPSODENT TEST

Send the coupon for a 10-day tube. Brush  
teeth this way for 10 days. Note how thor-  
oughly film is removed. The teeth gradually  
lighten as film coats go. Then for 10 nights  
massage the gums with Pepsodent, using your  
finger tips; the gums then should start to firm  
and harden.

At the end of that time, we believe you will  
agree, that next to regular dental care, Pepsodent,  
the quality dentifrice, provides the utmost  
science has discovered for better teeth and gums.



*The charm of smiles depends on sparkling teeth, and for  
these Pepsodent can be counted on invariably.*



*Removing film on teeth is accorded high importance by the modern dentist.  
So Pepsodent is chosen for its unique therapeutic and prophylactic qualities.*

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1184 So. Wabash Ave. Chicago, Ill. U.S.A.  
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The Quality Dentifrice—Removes Film from Teeth